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# Household Purchases of

- Fluid Milk
- Nonfat Dry Milk
- Butter & Margarine

## September 1957



HPD - 49

**November 1957**

Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D.C.

## PREFACE

This series of monthly reports is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946.

Reports in this series covering the months April 1954 through March 1956 showed estimates of household purchases and related information for butter, cheese, nonfat dry milk, and margarine. Starting April 1956, coverage was changed to include data on fluid whole milk and fluid skim milk products in addition to butter. The coverage on margarine and nonfat dry milk was resumed starting April 1957.

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it under contract with the Department. The data are based on reports from a sample of approximately 6,000 families reporting weekly in pre-printed diaries on their purchases of food. Data on butter and margarine prior to April 1954 were based on a sample of about 4,300 families and were statistically adjusted to the level reported from the 6,000 family sample.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF FLUID MILK,  
NONFAT DRY MILK, BUTTER, AND  
MARGARINE, SEPTEMBER 1957

: The data in this report are estimates of total purchases :  
: by household consumers only, and do not include consumption in :  
: restaurants, hotels, hospitals, or other institutional outlets.:  
: Data for a month are for a 4-week period (28 days) to permit :  
: comparisons of purchase volume between periods of equal length.:

FLUID MILK 1/

Total: United States householders purchased a record high volume of fluid milk for home use in September 1957, exceeding the previous peak established in this series in March 1957. About 1,254 million quarts of fluid milk (whole and skim) were bought, up 60 million quarts or 5 percent from the level of a year earlier.

With the current dairy marketing season half over, household purchases of fluid milk for the period April-September 1957 ran nearly 6 percent ahead of the volume purchased in the corresponding period of 1956.

Almost 86 percent of all families purchased fluid milk in September 1957, more than in any other month in this series of reports. 2/ On a per capita basis, purchases of fluid milk in September 1957 averaged about  $7\frac{1}{2}$  quarts, the highest rate since last March's peak, and over 2 percent higher than the September 1956 rate. 3/

Fluid whole milk: Householders purchased a record 1,186 million quarts of fluid whole milk in September 1957, up 55 million quarts or 5 percent from a year earlier, and nearly 10 percent higher than in the comparable period of 1954. 4/ The high level of buying was accompanied by the highest average monthly price paid by consumers for whole milk in this series--23.4 cents per quart equivalent--an advance of 0.6 cent from September 1956. In September 1957, both the proportion of families buying whole milk--84 percent--and per capita purchases--7.2 quarts--were up slightly from September 1956.

More than 46 percent of all fluid whole milk purchased by householders was bought in larger-than-quart size containers in September 1957. Householders purchased record volumes of whole milk in half-gallon and gallon

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1/ Fluid cream and half-and-half mixtures are not included in these data.

2/ Slightly over 10 percent of all families reporting in this survey live on farms and many of these families have farm produced milk available for their own use.

3/ Per capita purchases are based on total U. S. civilian, non-institutional population.

4/ Fluid whole milk includes extra grades, regular grades, homogenized and not homogenized, and fortified and unfortified whole milk products.



containers during the month, 459 million quart equivalents in half-gallons and almost 92 million quarts in gallons. These volumes represent gains of 21 and 19 percent respectively, from year earlier levels. About 632 million quarts of whole milk were bought for home use in single-quart containers in September 1957, a decline of 6 percent from the same month in 1956.

Consumers paid a peak price of 25 cents per quart for whole milk in single-quart containers in September 1957, compared with 23.9 cents a year earlier. Prices paid for whole milk bought in half-gallon containers--22.2 cents per quart equivalent--and in gallon units--19 cents--equalled the previous peaks established in this series of reports in January 1957 and represented gains of about a half cent from September 1956 prices.

Fluid skim milk: About 1 out of every 5 families made a purchase of a fluid skim milk item in September 1957, a slight increase over the same month in 1956. <sup>5/</sup> Householders purchased nearly 69 million quarts of skim items during the month compared with slightly more than 63 million quarts in September 1956. Fluid skim milk was purchased at the rate of 0.41 quart per person during September 1957; a slight rise from the level of a year earlier. United States householders bought an estimated three-fourths of their September 1957 purchase volume of skim milk in single quarts, while purchases in half-gallon containers accounted for 21 percent of the total volume; gallon-unit purchases made up the remaining small balance.

Purchases of skim items in single quarts during the 6-months period (April-September 1957) were about 4 percent greater than in the comparable 1956 period. Between the 2 periods, buying of skim milk in both half-gallon and gallon containers rose about 11 percent.

This series of data has reflected little variation in monthly average prices paid by consumers for fluid skim items purchased in quart-size containers. The September 1957 price paid, 20.1 cents per quart, equalled the previous peak and represented a gain of 1.2 cents over the lowest average price recorded in this series of reports starting in April 1954. Householders paid 17.4 cents per quart equivalent for skim milk bought in half-gallon containers, up nearly 1 cent from September 1956, while the gallon-unit price rose from 10.2 to 12 cents per quart between the 2 periods.

#### NONFAT DRY MILK

Householders bought 13.1 million pounds of nonfat dry milk for home use in September 1957, paying an average price of 41.4 cents per pound. Compared with purchases in September 1955, the volume bought was about 7 percent higher and was accompanied by a 2.7 cents per pound increase in the average price paid. The volume of nonfat dry milk bought during April-September 1957 exceeded the quantity bought in the comparable 1955 period by 2 percent, principally because of increased purchasing in August and September 1957.

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<sup>5/</sup> Fluid skim includes skim, fortified skim, buttermilk, and flavored milk drinks.

Both the average size of purchase and the quantity bought per person in September 1957 were above the level of 2 years earlier. The average purchase amounted to nearly 24 ounces as compared with 21 ounces 2 years earlier, while per capita purchases were 3 percent higher.

#### BUTTER

Household purchases of butter during September 1957--slightly more than 64 million pounds--declined nearly 1 million pounds from the volume purchased in September 1956. This decline represented only the third such occurrence since this series of data started in April 1954. Cumulative April-September 1957 purchases of butter were less than 2 percent ahead of the volume bought in the comparable 1956 period.

For the third consecutive month both the proportion of families buying butter and the quantity purchased per person reflected a decline as compared with the rate in the same month in 1956. In September 1957, slightly more than 45 percent of all families made a purchase of butter compared with somewhat less than 47 percent a year earlier. The per capita purchase rate at 0.39 pound was down about 4 percent from September 1956.

Consumers paid 69.2 cents per pound for butter in September 1956, while in September 1957 the average price paid was 71 cents. The average size of purchase remained at somewhat above 1 pound in September 1957, but the frequency of purchase declined slightly.

#### MARGARINE

United States householders bought about 103 million pounds of margarine in September 1957, approximately 12 percent more than 2 years earlier and the largest volume for the month in this series of reports.

Larger margarine purchases were associated with a higher proportion of families buying. About 6 out of every 10 families made a margarine purchase in September 1957, up slightly from the same month 2 years ago. On a per capita basis, purchases rose from 0.57 pound in September 1955 to 0.62 pound this month, an increase of nearly 9 percent.

Householders paid an average of 26.1 cents per pound for margarine in September 1957, a gain of 1 cent from the September 1955 price. During April-September 1957, consumers paid about 1.4 cents per pound more for margarine than in the comparable 1955 period. In comparison, the average price paid for butter for home use was 3.2 cents higher in April-September 1957 than in the same period 2 years earlier.

About 3.4 pounds of margarine were purchased on the average by each buying family in September 1957, a 4-percent gain over the same period 2 years earlier. In contrast, the average quantity of butter purchased per buying family--at 2.8 pounds--represented a slight decline as compared with September 1955.

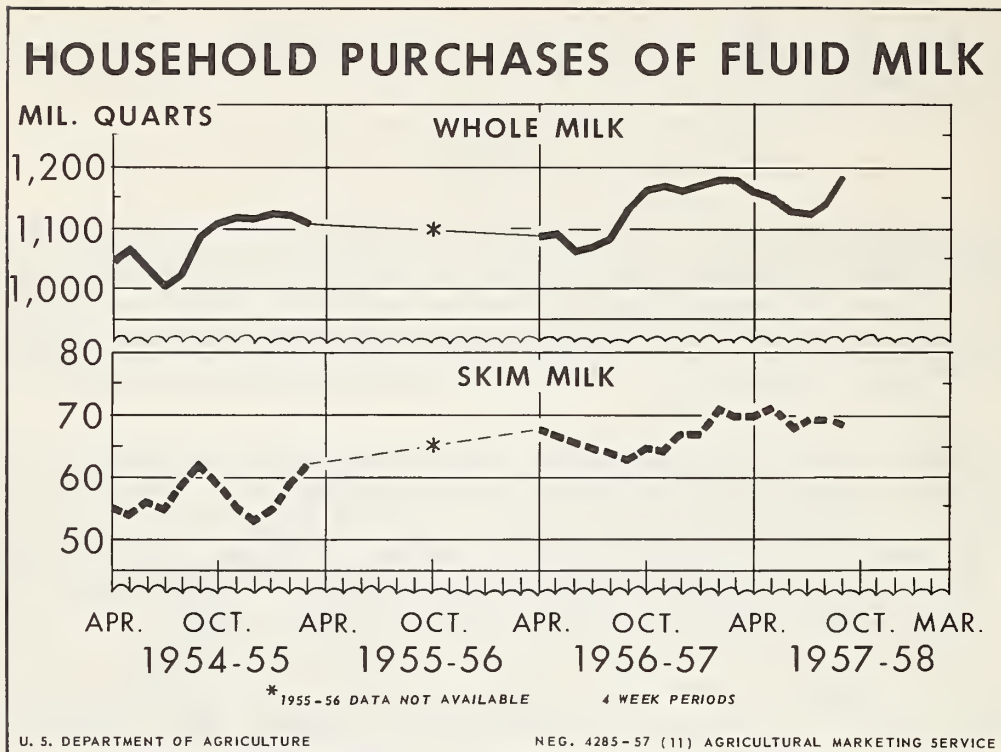


Figure 1

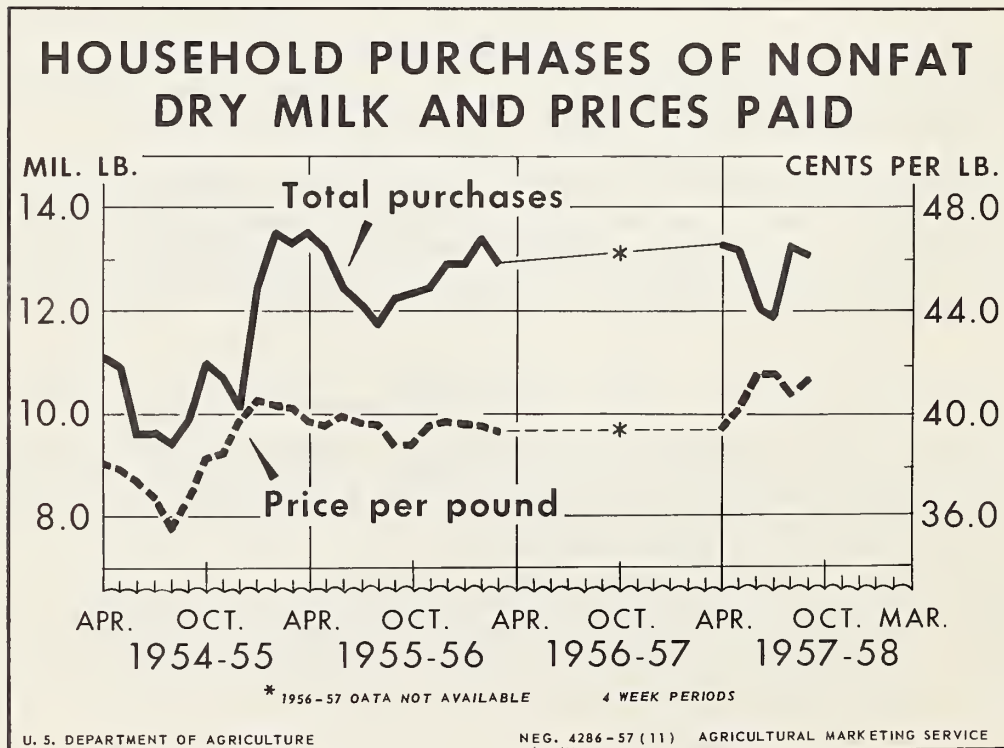


Figure 2



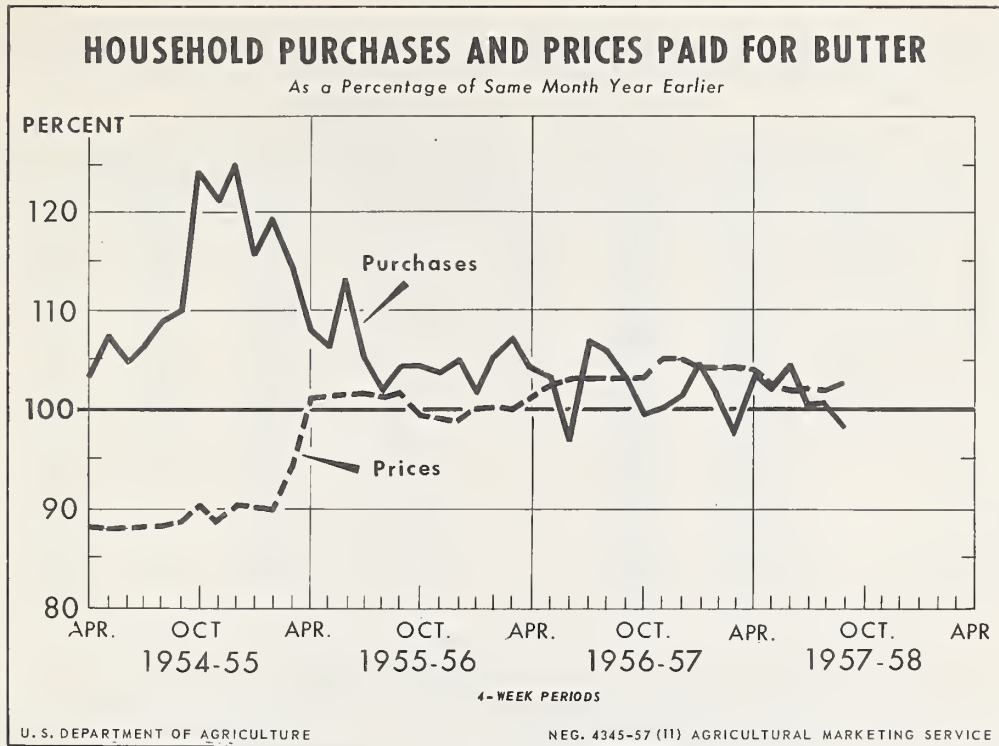


Figure 3

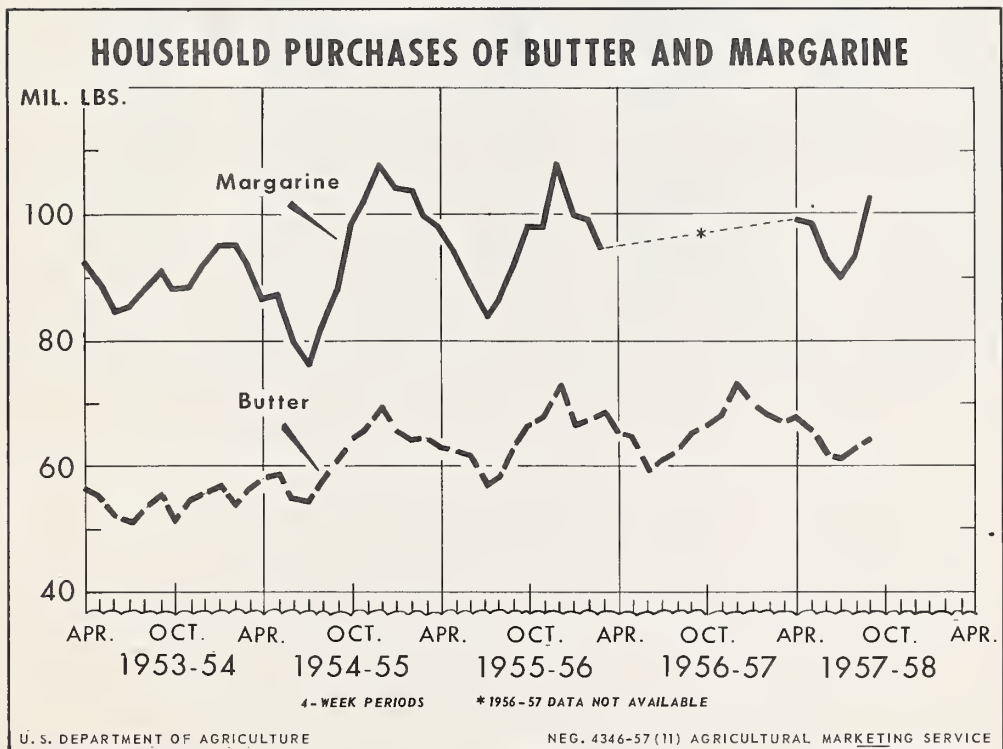


Figure 4

Table 1.--Nonfat dry milk: Household purchases and average price paid, U. S., 4-week periods

Period	Quantity purchased								
	Total			Per 1,000 population			Average per purchase		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	Pounds	Pounds	Pounds	Ounces	Ounces	Ounces
April.....	13,261	13,500	11,080	80.2	83.6	70.2	23.8	19.5	21.1
May.....	13,192	13,180	10,880	79.8	81.6	68.9	24.8	19.9	21.1
June.....	12,048	12,420	9,560	72.9	76.9	60.5	23.0	20.4	22.6
July.....	11,890	12,140	9,560	71.7	75.8	60.1	22.9	20.5	23.5
August.....	13,211	11,720	9,410	79.6	73.1	59.1	24.8	20.0	22.6
September.....	13,068	12,230	9,910	78.7	76.3	62.3	23.8	20.8	22.0
October.....		12,330	10,860		76.5	67.7		21.3	20.6
November.....		12,420	10,660		77.0	66.5		21.5	20.3
December.....		12,880	10,110		79.9	63.1		21.5	19.9
January.....		12,910	12,360		80.0	77.1		21.1	18.9
February.....		13,350	13,510		82.7	84.2		21.5	18.8
March.....		13,090	13,280		81.2	82.8		21.8	18.6
	Average price paid								
	Per pound for all purchases			Per actual 1-pound unit purchase					
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55			
	Cents	Cents	Cents	Cents	Cents	Cents			
April.....	39.3	39.7	38.1	36.4	35.4	36.7			
May.....	40.1	39.5	37.8	37.3	35.4	36.1			
June.....	41.6	39.9	37.3	38.6	35.8	35.4			
July.....	41.6	39.7	36.4	38.3	35.8	34.8			
August.....	40.7	39.6	35.5	37.7	35.9	33.7			
September.....	41.4	38.7	36.7	38.0	34.9	34.1			
October.....		38.7	38.3		35.4	35.0			
November.....		39.5	38.5		36.1	35.9			
December.....		39.7	39.7		36.6	35.6			
January.....		39.6	40.5		36.2	36.1			
February.....		39.5	40.3		36.3	35.6			
March.....		39.3	40.2		35.9	35.8			

Table 2.--Fluid whole milk and fluid skim milk: Percentage of families buying, U. S., 4-week periods

Period	Any fluid milk			Fluid whole milk			Fluid skim milk		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
April.....	84.4	81.8	82.6	82.9	79.8	81.0	19.9	19.4	18.7
May.....	84.3	82.8	80.9	82.8	80.9	79.5	20.0	19.2	18.0
June.....	85.3	82.0	81.6	83.7	80.4	80.1	20.5	20.0	19.4
July.....	85.6	83.5	81.1	84.1	82.0	79.8	20.9	20.5	19.3
August.....	85.2	83.6	81.9	83.8	82.6	80.5	20.5	20.7	19.8
September.....	85.7	83.2	81.4	84.0	82.4	80.0	20.4	19.6	19.2
October.....		83.6	82.9		82.2	81.4		18.6	17.9
November.....		83.9	82.7		83.1	81.3		18.8	18.2
December.....		84.3	82.6		82.6	81.1		19.0	16.7
January.....		84.0	81.8		81.6	80.2		19.5	18.9
February.....		83.3	83.2		81.6	82.0		20.4	18.7
March.....		84.6	81.9		83.0	80.3		19.8	19.6

Table 3.--Fluid whole milk and fluid skim milk: Household purchases per capita in quart equivalent, U. S., 4-week periods

Period	Total			Fluid whole milk			Fluid skim milk		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
April.....	7.46	7.11	6.97	7.04	6.69	6.62	0.42	0.42	0.35
May.....	7.39	7.15	7.07	6.96	6.74	6.74	.43	.41	.34
June.....	7.25	6.96	6.90	6.84	6.55	6.54	.41	.41	.35
July.....	7.21	7.01	6.65	6.79	6.60	6.31	.42	.41	.35
August.....	7.27	7.10	6.79	6.85	6.70	6.42	.42	.40	.37
September.....	7.56	7.39	7.19	7.15	7.00	6.80	.41	.39	.39
October.....		7.53	7.31		7.13	6.94		.40	.37
November.....		7.56	7.31		7.17	6.97		.39	.34
December.....		7.55	7.31		7.14	6.98		.41	.33
January.....		7.55	7.35		7.14	7.01		.41	.34
February.....		7.59	7.36		7.16	6.99		.43	.37
March.....		7.61	7.34		7.18	6.96		.43	.38

Table 4.--Fluid whole and skim milk: Total household purchases and average price paid, U. S., 4-week periods

Period	Fluid whole milk					
	Quantity purchased			Average price paid per quart equivalent		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Cents	Cents	Cents
April.....	1,163	1,086	1,046	23.0	22.2	21.9
May.....	1,150	1,093	1,064	22.9	22.3	21.6
June.....	1,130	1,064	1,034	22.8	22.4	21.6
July.....	1,127	1,067	1,003	23.0	22.5	21.8
August.....	1,137	1,083	1,021	23.2	22.7	22.0
September.....	1,186	1,131	1,082	23.4	22.8	22.2
October.....		1,163	1,112		23.0	22.3
November.....		1,170	1,117		23.1	22.4
December.....		1,164	1,119		23.2	22.4
January.....		1,173	1,125		23.3	22.3
February.....		1,176	1,121		23.3	22.3
March.....		1,180	1,116		23.2	22.1
	Fluid skim milk					
	Million quarts	Million quarts	Million quarts	Cents	Cents	Cents
April.....	70.0	68.2	54.7	19.0	18.5	18.8
May.....	71.0	67.3	53.6	19.1	18.6	18.5
June.....	68.6	65.9	55.7	18.9	18.5	18.4
July.....	69.6	65.4	55.3	18.7	18.6	18.6
August.....	69.7	64.0	59.2	18.8	18.8	18.7
September.....	68.7	63.4	61.7	19.3	18.9	19.2
October.....		64.9	58.7		19.1	19.0
November.....		63.7	55.0		19.3	18.9
December.....		66.6	53.0		19.4	18.8
January.....		66.9	54.6		19.4	18.8
February.....		71.2	58.7		19.3	18.6
March.....		70.5	61.6		19.4	18.5



Table 5.--Fluid whole milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased 1/								
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	656	691	787	423	321	202	82.9	72.4	57.3
May.....	648	690	793	420	330	208	80.3	72.4	62.1
June.....	624	663	772	423	329	200	80.2	71.2	60.7
July.....	606	651	745	441	341	204	77.7	73.6	53.7
August.....	606	653	759	447	356	208	82.3	73.4	54.0
September.....	632	674	801	459	379	219	91.7	77.3	61.3
October.....		687	816		394	230		81.4	66.2
November.....		683	811		405	242		81.8	62.3
December.....		678	805		403	247		82.7	66.3
January.....		681	800		412	254		79.0	69.2
February.....		675	790		418	256		81.6	74.4
March.....		671	783		426	260		82.8	70.9
Average price paid per quart equivalent 2/									
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	24.4	23.2	22.7	21.8	20.9	20.4	18.6	18.1	17.5
May.....	24.3	23.3	22.4	21.7	21.2	19.9	18.4	18.5	17.0
June.....	24.3	23.3	22.5	21.6	21.3	19.5	18.2	18.2	16.6
July.....	24.4	23.5	22.7	21.8	21.3	19.7	18.6	18.3	16.8
August.....	24.6	23.7	22.8	22.0	21.6	20.1	18.9	18.5	17.2
September.....	25.0	23.9	23.1	22.2	21.7	20.4	19.0	18.6	17.2
October.....		24.2	23.2		21.9	20.6		18.5	17.6
November.....		24.4	23.2		22.0	20.7		18.5	17.8
December.....		24.5	23.3		22.1	20.5		18.6	18.2
January.....		24.5	23.2		22.2	20.5		19.0	17.9
February.....		24.5	23.3		22.1	20.5		18.8	17.9
March.....		24.5	23.1		22.0	20.3		18.6	17.7

1/ Excludes other sizes such as half-pint, pints, and third quarts estimated at about 2.6 million quarts equivalent monthly.

2/ Prices not available for smaller-than-quart sizes.

Table 6.--Fluid skim milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased 1/								
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	54.2	53.4	47.9	13.5	11.9	4.0	2.1	2.7	2.7
May.....	53.9	51.9	47.2	15.3	13.0	3.8	1.7	2.3	2.4
June.....	51.9	50.7	48.7	13.5	12.7	5.4	3.0	2.4	1.5
July.....	53.4	50.2	48.5	13.3	12.9	4.4	2.7	2.2	2.3
August.....	52.4	49.9	50.6	14.4	11.9	5.5	2.8	2.1	3.0
September.....	51.7	48.3	53.3	14.5	13.5	5.4	2.4	1.6	2.8
October.....		49.2	51.4		13.6	4.8		2.1	2.2
November.....		48.8	48.9		13.4	4.4		1.5	1.7
December.....		50.4	46.4		14.0	4.7		2.1	1.7
January.....		49.8	46.0		15.2	6.5		1.8	2.0
February.....		53.9	50.2		15.0	6.4		2.3	1.9
March.....		55.1	52.4		13.5	7.3		1.8	1.7
Average price paid per quart equivalent 2/									
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	19.8	19.2	19.4	17.3	16.5	15.7	10.6	11.3	11.9
May.....	19.9	19.3	19.0	17.3	16.6	15.7	10.1	11.6	10.3
June.....	19.8	19.3	18.9	17.2	16.5	15.7	10.4	10.5	10.4
July.....	19.5	19.5	19.3	17.0	16.1	16.1	10.2	11.1	9.2
August.....	19.8	19.5	19.4	16.9	16.8	16.6	9.8	12.1	9.5
September.....	20.1	19.9	20.1	17.4	16.5	15.4	12.0	10.2	9.4
October.....		20.0	19.5		17.0	17.2		11.0	12.4
November.....		20.0	19.4		17.3	15.8		12.9	10.7
December.....		20.1	19.2		17.8	17.1		13.4	10.8
January.....		20.0	19.3		17.9	16.7		12.9	12.6
February.....		20.0	19.1		17.9	16.6		12.5	10.5
March.....		20.1	19.1		17.7	15.9		11.4	12.5

1/ Excludes other sizes such as half-pints, pints, and third quarts estimated at 0.1 million quarts equivalent monthly.

2/ Prices not available for smaller than quart sizes.

Table 7 .--Butter; Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased									
	Total					Per 1,000 population in households				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds	Pounds
April.....	67.3	65.1	62.7	58.0	56.2	407	401	388	367	369
May.....	65.4	64.2	62.2	58.5	54.7	396	396	385	371	359
June.....	61.9	59.3	61.3	54.5	51.9	374	366	380	345	340
July.....	61.1	61.0	57.0	54.2	50.9	368	377	356	341	332
August.....	62.6	62.2	58.7	57.9	53.3	377	385	366	364	348
September.....	64.3	65.2	63.1	60.4	55.1	387	404	394	379	360
October.....		65.8	66.0	63.2	51.0		403	409	394	331
November.....		68.1	68.0	65.7	54.4		418	422	410	353
December.....		73.0	72.4	69.2	55.5		448	449	432	361
January.....		69.2	66.2	65.3	56.6		421	411	407	367
February.....		67.9	67.2	63.8	53.4		413	417	398	346
March.....		66.5	68.3	64.0	56.3		405	423	399	365
Period	Percentage of all families buying					Average price paid per pound				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents	Cents
April.....	45.8	45.3	45.1	44.0	44.7	70.2	67.7	67.2	66.6	75.4
May.....	45.5	45.6	45.2	42.8	43.5	70.0	68.4	66.7	66.0	75.0
June.....	45.0	44.4	44.6	41.4	42.7	69.6	68.4	66.5	65.7	74.5
July.....	44.4	45.5	44.0	42.2	43.3	70.0	68.5	66.7	65.8	74.5
August.....	44.7	46.0	45.1	43.3	44.2	69.8	68.5	66.7	66.0	74.7
September.....	45.2	46.6	46.1	43.1	45.9	71.0	69.2	67.4	66.4	74.9
October.....		46.3	46.3	45.4	43.7		69.8	67.7	68.1	75.3
November.....		47.6	47.6	46.2	44.8		70.9	67.6	68.2	76.6
December.....		48.8	49.0	48.5	44.4		71.1	67.8	68.6	76.0
January.....		46.4	46.9	45.5	42.8		70.8	68.0	68.2	75.6
February.....		46.1	46.5	45.6	42.2		70.6	67.8	67.7	75.2
March.....		45.2	47.2	45.4	44.1		70.4	67.5	67.6	72.2

(continued)

Table 7 .--Butter: Household purchases and average price per pound, U. S., 4-week periods (continued)

Period	Per buying family									
	Purchases					Quantity per purchase				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Number	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds	Pounds
April.....	2.64	2.66	2.64	2.74	2.71	1.11	1.11	1.09	1.09	1.06
May.....	2.57	2.63	2.60	2.80	2.75	1.12	1.10	1.10	1.10	1.04
June.....	2.46	2.51	2.60	2.72	2.64	1.12	1.09	1.09	1.09	1.04
July.....	2.47	2.47	2.45	2.65	2.58	1.11	1.10	1.09	1.09	1.04
August.....	2.54	2.52	2.50	2.81	2.67	1.10	1.10	1.08	1.08	1.03
September.....	2.59	2.62	2.58	2.86	2.69	1.09	1.09	1.09	1.09	1.03
October.....		2.62	2.68	2.84	2.59		1.10	1.10	1.09	1.02
November.....		2.61	2.66	2.88	2.65		1.11	1.11	1.09	1.04
December.....		2.71	2.70	2.66	2.68		1.12	1.13	1.11	1.05
January.....		2.70	2.65	2.73	2.90		1.11	1.10	1.09	1.04
February.....		2.66	2.70	2.65	2.73		1.11	1.10	1.10	1.04
March.....		2.68	2.68	2.67	2.75		1.11	1.11	1.09	1.04

Table 8 .--Margarine: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased							
	Total				Per 1,000 population in households			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds
April.....	99.0	97.5	86.3	92.1	599	604	546	605
May.....	98.6	93.8	87.1	89.1	597	581	551	584
June.....	92.9	89.1	79.9	84.5	562	551	506	554
July.....	89.7	83.6	76.2	85.5	541	522	479	558
August.....	93.4	86.6	82.7	88.0	563	540	520	574
September.....	102.9	91.5	87.8	91.1	620	571	552	595
October.....		97.8	98.7	88.2		606	616	573
November.....		97.8	101.8	88.5		607	635	575
December.....		107.3	107.4	91.8		666	670	597
January.....		99.8	103.9	94.6		619	648	614
February.....		99.2	103.4	94.7		615	645	600
March.....		94.3	99.4	91.7		585	620	581

(continued)



Table 8.--Margarine: Household purchases and average price per pound, U. S., 4-week periods (continued)

Period	Percentage of all families buying				Average price paid per pound			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents
April.....	59.3	60.3	56.4	58.6	26.9	25.3	26.2	26.2
May.....	60.3	59.5	56.4	57.7	26.5	24.7	26.4	26.5
June.....	58.6	57.3	54.7	56.9	26.1	24.7	26.7	26.0
July.....	55.8	55.9	53.5	57.7	26.2	24.8	26.9	26.0
August.....	57.5	57.1	55.7	58.7	26.2	25.0	26.8	26.1
September.....	60.1	58.0	58.0	59.9	26.1	25.1	26.8	25.8
October.....		59.2	62.4	58.9		24.7	26.2	25.4
November.....		60.6	63.4	60.0		24.7	25.5	26.0
December.....		63.4	63.7	60.0		24.6	25.7	26.7
January.....		59.9	63.2	58.7		24.4	25.7	26.7
February.....		60.0	63.3	60.7		24.3	25.7	25.8
March.....		59.4	61.6	59.8		24.6	25.5	25.9
Per buying family								
	Purchases				Quantity per purchase			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds
April.....	2.18	2.19	2.38	2.47	1.53	1.52	1.45	1.43
May.....	2.11	2.11	2.39	2.45	1.55	1.54	1.44	1.42
June.....	2.04	2.08	2.25	2.35	1.55	1.54	1.45	1.43
July.....	2.06	2.04	2.23	2.31	1.55	1.52	1.43	1.46
August.....	2.09	2.08	2.31	2.36	1.55	1.51	1.44	1.45
September.....	2.18	2.16	2.36	2.40	1.56	1.51	1.43	1.43
October.....		2.21	2.39	2.24		1.54	1.46	1.49
November.....		2.15	2.41	2.24		1.55	1.48	1.46
December.....		2.20	2.29	2.37		1.59	1.53	1.47
January.....		2.18	2.29	2.46		1.57	1.48	1.46
February.....		2.15	2.25	2.37		1.58	1.51	1.45
March.....		2.10	2.24	2.37		1.55	1.50	1.43











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